WOMAN THING MUSIC PROMOTIONAL CALENDAR

Vehicle	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Showcase Tour -free CD w/name																	
Retail																	
1. Natal-34 mkts. -2 pk w/free CD										X					Local		
Direct Mail - all RAF																	
National (21-34 nat. & 35+ in 10 mkts) -~~b-back~~ CD w/~~10 UPCs~~									X							X	
Local (21-34)-10 mkts. -~~free CD~~ & VIP card								X	X	X					X	X (b-bck only)	
Media																	
Print -program, 1-800#, ~~& CD & b-back CD w/10 UPCs~~																	
ROP -1-800# & bar night loc.																	
PR																	
Recording Studio Event	X										X						
CDs to Press			X								X						
Video				X								X					
Tour Schedule Release					X								X				
Video Release						X								X			
Dance Single Release						X								X			
Local & Natal. PR							X	X	X	X				X	X	X	

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Source: https://www.industrydocuments.ucsf.edu/docs/mzlm0004